

KEVIN CONNOLLY

Graphic Designer + Art Director

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Life is too important to take seriously. I'm quick with a joke, impossible to insult and I laugh loudly and often. The creative process is just about my favorite thing in the world, really. I'm at my happiest when I'm discussing new ideas, pushing the creative brief or asking the simplest question: "why?" (or "why not?" if I'm poking the bear). Let's make something interesting together.

SKILLS

Adobe InDesign	Adobe Bridge	Wordpress	Filezilla	Asana
Adobe Illustrator	Adobe Firefly	Brackets	iMovie	Box
Adobe Photoshop	Adobe XD	Garageband	Resource Guru	
Adobe Acrobat	Adobe Express	Trello	Miro	

EXPERIENCE

Calcium + Co. | Senior Art Director, July 2025 - Present

- Mentor and lead a creative team of 3 on a product launch in the Oncology space.
- Creative direction on concepts for HCP, DTP and PI-based materials for product launch.

Nazaré, an Inizio Company | Art Director, December 2021 - July 2025

- Leading a creative team (2-5, depending on project) dedicated to top clients, including AstraZeneca, AbbVie, Jaguar Land Rover, DSI and Hermes.
- Award-winning work for DSI and AstraZeneca.
- Brainstorm leader, idea generator, dumb-question-asker.
- Full creative concepting for all campaigns, immersive live events, online workshops and exhibits with audiences ranging from 10 - 500 (B2B and B2C).
- Leading internal initiatives to foster a better, more engaged and inclusive company culture.
- Client-facing for pitches, presentations and updates.
- LTEN innovation award finalist, 2021.

AssetWorks | Senior Designer, June 2016 - November 2021

- Responsible for concept, design and execution of all marketing collateral and campaigns with revenue of over \$50 million, annually.
- Responsible for re-branding all acquisitions.
- Upkeep of website and blog with weekly content being published.
- Modernized brand; updated the logo, website, tradeshow exhibit, presentation layouts, all printed material (over 50 unique assets) and created a brand identity guide.
- Hermes and Marcom awards winner 2018, 2019, 2020.

Health Advocate | Art Director, October 2012 - June 2016

- Digital Health Awards Winner 2013, 2014, 2015.
- Created promotional material for print and web for the wellness industry; from brochures and flyers to landing pages and full websites.
- Lead small teams on rebranding and new branding efforts for products about to go to market (B2B and B2C).

Intelli-media | Lead Designer, April 2010 - August 2012

PDG | Lead Designer, January 2009 - April 2010

Damar Communications | Graphic/Web Designer May 2006 - December 2008